



Lori O'Connor  
National Manager  
Sales Planning  
910-741-3019  
Fax: 910-741-4606

April 9, 1998

To: Rory O'Rourke

Re: Salem July B1G1F Promotion

Dear Rory,

The following is the information regarding the upcoming Salem Buy 1 Get 1 Free Promotion to be worked in July.

Promotion # : 800998 - Salem B1G1F w/Bounceback CD offer

Quantity: 180,000 offers

600 6M cases Salem FFKS Slide Box  
600 6M cases Salem LTKS Slide Box

Timing: First Order Date - 6/1/98  
First Ship Date - 6/22/98

Product Description: "Complimentary Not for Sale" tear tape on gratis pack  
Pre-sleeved in W-S  
Shipped in white cartons to D.A.

Advertising Support: POS is promotion specific

Item #	Quantity	SKU Packing	Description
544595	9000	1	Salem 20 pk Temporary Display/Shipper w/small vertical poster folded

There are no name generation or continuity offers associated with this program. There will be a wobbler packed in every Salem FF Slide Box carton.

Reporting: H/H Desc: Sal Jul B1G1F NY  
Display size (Offers) : 20  
Start : 6/29/98  
End: 8/28/98

Should you have any questions, please contact me.

Sincerely,

*Lori*

L.M. O'Connor

cc: R. Grout

51854 0162